

Application No. 09/813,033  
Response to Office Action

Customer No. 01933

**Listing of Claims:**

1. (Currently Amended) A marketing research method for at least one of studying and analyzing a printed matter containing a visually readable printed image including at least one of characters and a photographic image and an optically readable coded image as obtained by encoding the a URL to be used for specifying an information resource for the printed matter on World Wide Web connected to the Internet by via an access device, wherein said coded image includes ID information for identifying the printed matter, and wherein copies of the printed matter being are to be distributed to at least one of specified and unspecified persons, said method comprising the steps of:

storing said ID information and access information obtained for each access to the information resource as a result of an operation of optically reading said coded image of with a reading device, restoring said URL and said ID information from the read coded image, and accessing said information resource corresponding to the restored URL by via said access device connected to said reading device; and

at least one of studying and analyzing the printed matter, carried out by an issuer of said printed matter, by utilizing said ID information and the access information on the accesses as stored in said information resource.

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2. (Currently Amended) The marketing research method according to claim 1, wherein said information resource corresponding to said URL as restored from said coded image is an information resource adapted to allow at least one of studying  
5 and analyzing the printed matter.

3. (Original) The marketing research method according to claim 2, wherein said URL includes ID information for identifying said printed matter.

4. (Original) The marketing research method according to claim 3, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution  
5 area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

5. (Original) The marketing research method according to claim 1, wherein said URL includes ID information for identifying said printed matter.

6. (Original) The marketing research method according to claim 5, wherein said ID information includes at least one of a

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5 name of the printed matter, a type of the printed matter, a date  
of distribution of copies of the printed matter, a distribution  
area of copies of the printed matter and a purpose of  
distribution of copies of the printed matter as identifiable  
information.

7. (Original) The marketing research method according to  
claim 1, wherein said coded image further contains a browser  
starting program for starting a browser for said access device.

8. (Original) The marketing research method according to  
claim 1, wherein said printed matter is one of a newspaper, a  
magazine, a book, a journal, a pamphlet, a catalog, a leaflet and  
a ticket.

9. (Original) The marketing research method according to  
claim 1, wherein if said printed matter carries at least one of a  
plurality of articles and advertisements and the at least one of  
each article and each advertisement shown on the printed matter  
5 is provided with a printed coded image, the URL contained in each  
of the coded images includes ID information for identifying the  
at least one of the article and the advertisement, whichever  
appropriate.

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10. (Original) The marketing research method according to claim 1, wherein said information resource is an information resource belonging to the issuer of the printed matter.

11. (Currently Amended) The marketing research method according to claim 1, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter, said information resource is an information resource belonging to ~~the~~ a sponsor of the advertisement.

12. (Currently Amended) The marketing research method according to claim 1, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each of ~~persons~~ person who accessed the information resource.

13. (Original) The marketing research method according to claim 1, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

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14. (Currently Amended) A printed matter, ~~having~~ copies of which are to be distributed to at least one of specified and unspecified persons and to be used for a marketing research, said printed matter comprising:

5 a part carrying a visually readable printed image including at least one of characters and a photographic image; and

a part carrying an optically readable coded image as obtained by encoding the URL to be used for specifying an information resource for the printed matter on ~~World Wide Web~~  
10 ~~connected to the~~ Internet by via an access device, wherein said coded image includes ID information for identifying the printed matter, and

when said coded image is optically read by a reading device, said URL and said ID information are ~~is~~ restored from the read  
15 coded image and said information resource corresponding to the restored URL is ~~accesses~~ accessed by said access device connected to said reading device, wherein said ID information and access  
information on the ~~accesses in to~~ said information resource is  
are utilized by an issuer of said printed matter for a performing  
20 marketing research for at least one of studying and analyzing the printed matter.

15. (Currently Amended) The printed matter according to claim 14, wherein said information resource corresponding to said

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URL as restored from said coded image is an information resource adapted to allow at least one of studying and analyzing the printed matter.

16. (Original) The printed matter according to claim 15, wherein said URL includes ID information for identifying said printed matter.

17. (Original) The printed matter according to claim 16, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area  
5 of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

18. (Original) The printed matter according to claim 14, wherein said URL includes ID information for identifying said printed matter.

19. (Original) The printed matter according to claim 18, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area

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- 5 of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

20. (Original) The printed matter according to claim 14, wherein said coded image further contains a browser starting program for starting a browser for said access device.

21. (Original) The printed matter according to claim 14, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

22. (Original) The printed matter according to claim 14, wherein if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter  
5 is provided with a printed coded image, the URL contained in each of the coded images further includes ID information for identifying the at least one of the article and the advertisement, whichever appropriate.

23. (Original) The printed matter according to claim 14, wherein said information resource is an information resource belonging to the issuer of the printed matter.

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24. (Currently Amended) The printed matter according to claim 14, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter, said information resource is an information resource belonging to ~~the~~ a sponsor of the advertisement.

25. (Currently Amended) The printed matter according to claim 14, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each ~~of persons~~ person who accessed the information resource.

26. (Original) The printed matter according to claim 14, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

27. (Currently Amended) An information resource to be used in a marketing research for at least one of studying and analyzing a printed matter containing a visually readable printed image including at least one of characters and a photographic image and an optically readable coded image as obtained by encoding ~~the~~ a URL to be used for specifying an information



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resource for the printed matter on ~~World Wide Web~~ connected to  
the Internet by via an access device, wherein said coded image  
includes ID information for identifying the printed matter,

10 copies of the printed matter ~~being~~ are distributed to at least  
one of specified and unspecified persons, and the marketing  
research is performed by an issuer of said printed matter by  
utilizing said ID information and access information obtained for  
each access to the information resource ~~as a result of an~~  
15 ~~operation of optically reading a coded image of a reading device,~~  
~~restoring the URL from the read coded image and accessing said~~  
~~information resource corresponding to the restored URL by said~~  
~~access device connected to said reading device;~~ said information  
resource comprising:

20 information transmission means for transmitting the  
information to be displayed on said access device in response to  
an access by said access device; and

storage means for storing said ID information and said  
access information obtained for each access to the information  
25 resource as a result of an operation of optically reading said  
coded image with a reading device, restoring said URL and said ID  
information from the read coded image, and accessing said  
information resource corresponding to the restored URL via said  
access device connected to said reading device ~~the access~~  
30 ~~information.~~

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28. (Original) The information resource according to claim 27, wherein said information resource is an information resource belonging to the issuer of the printed matter.

29. (Currently Amended) The information resource according to claim 27, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter, said information resource is an information resource belonging to ~~the~~ a sponsor of the advertisement.

30. (Currently Amended) The information resource according to claim 27, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each ~~of persons~~ person who accessed the information resource.